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CENTRAL FAX CENTER  
FEB 15 2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:  
David W. Roth et al.

Application No.: 09/216,206

Confirmation No.: 1079

Filed: December 18, 1998

Group Art Unit: 3622

For: INTERNET ADVERTISING SYSTEM Examiner: John W. Van Bramer

**REPLY TO NON-FINAL OFFICE ACTION**  
**MAILED AUGUST 15, 2006**

**VIA FACSIMILE: (571) 273-8300**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

Submitted hereby are amendments and remarks, responsive to the non-final Office Action mailed in the above-identified application on August 15, 2006.

**Fee Calculation on page 2**

**Amendment to the Title on page 3**

**Amendment to the Abstract on page 4**

**Amendment to the Claims begins on page 5**

**Remarks begin on page 36**

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Application No.: 09/216,206

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Fee Calculation

Submitted herewith are the following fees:

Petition for three months extension of time.....	\$510
Additional claims (9 x \$25) .....	\$225
Terminal Disclaimer .....	\$65
<b>Total.....</b>	<b>\$800</b>

Reply to non-final Office Action

2

February 15, 2007